



## EMPLOYMENT ANNOUNCEMENT

### **Permanent part-time Marketing and Livestock Specialist Assistant for The Southern Maryland Meats Program (SMM)**

**Opening Date: August 11, 2017**

**Closing Date: September 18, 2017**

#### **Summary:**

The Tri-County Council for Southern Maryland (TCCSMD) is seeking an individual to assist with the marketing and day to day administration and coordination of the Southern Maryland Meats (SMM) program, a program of The Southern Maryland Agricultural Development Commission (SMADC) a division of the TCCSMD. Scope of work includes, but is not limited to marketing Southern Maryland Meats producers' products to retail buyers and consumers and providing outreach and support on livestock production issues and marketing to SMM program participants in the five-counties of Southern Maryland.

#### **Essential Duties and Responsibilities:**

The successful candidate will oversee the key elements of the SMM program and will work to:

- Research and identify new retail/wholesale markets for SMM products in the Southern Maryland and the wider Metro DC area.
- Market/promote SMM meats to consumers and retail/wholesale venues, restaurants and institutions.
- Increase awareness of SMM brand with consumers and producers.
- Provide marketing support for livestock producers (develop marketing tools, promotions, special events).
- Provide knowledgeable assistance in livestock production and meat sales (carcass, cuts, cut sheet).
- Develop educational opportunities for producers (workshops, pasture walks, etc.)
- Maintain records maintenance agreements. Develop annual SMM equipment use reports for SMM freezer cases and SMM freezer trailers.
- Maintain SMM livestock producer participant records.
- Coordinate, report and evaluate, with the SMM Steering Committee, farm visits for new SMM members.
- Administer the SMM Facebook page and insure all SMM information resources (SMM website and printed materials, SMM standards) are regularly reviewed and updated.
- Provide monthly update on program status to SMM Steering Committee.
- Other duties as required.

**Knowledge, Skills, Abilities:** the individual must be highly motivated, able to work independently, possess solid communication and interpersonal skills and be able to communicate confidently and effectively with buyers and producers. Experience in marketing and meat/livestock production is preferred. Must have excellent writing and computer skills (word, excel, adobe) and be able to manage and maintain social media platforms (Facebook, Twitter, etc.).

**Qualifications:** a degree and/or relevant experience commensurate with the skills outlined in the job description.

**Conditions of employment:** the position is based at the TCCSMD/SMADC office in Hughesville, Maryland. Daily access to a vehicle, clean driving record, clean background check, ability to work evenings and weekends as required in So.MD and Metro area. The position is offered at an hourly rate of \$23.00, and is permanent part-time (up to 30 hours) with an initial review after 90 days. The SMM Marketing and Livestock specialist reports to SMADC Director and SMADC Marketing Executive.

**Applicants are encouraged to submit their resume with references, and an example of their writing skills**

**By email to: [info@tccsmd.org](mailto:info@tccsmd.org)**

**Or mail to: Tri-County Council for Southern Maryland, P.O. Box 745, Hughesville, MD 20637**

*The Tri-County Council for Southern Maryland is an Equal Opportunity Employer*